

Webinar



Satellite IoT as the Key to Success in Precision Agriculture



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Global leaders in TMT management consulting



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Analysys Mason is the world's leading management consultancy focused on TMT, a critical enabler of economic, environmental and social transformation.

We bring together unparalleled commercial and technical understanding to deliver bespoke consultancy on strategy, transaction support, transformation, regulation and policy, further strengthened by globally respected research.

Our clients value our advice which combines deep domain knowledge with global reach and local insight into markets to help them achieve meaningful business results.

We are committed to our clients, employees and communities – contributing to a world where technology delivers for all.

Our research services



Consumer Services

- Fixed Broadband Services
- Mobile Services
- Fixed-Mobile Convergence
- Smart Devices
- Future Comms
- Video, Gaming and Entertainment



Networks

- Next-Generation Wireless Networks
- Wireless Infrastructure Strategies
- Fibre Infrastructure Strategies
- Operator Investment Strategies
- Telecoms Strategy and Forecast
- Transport Network Strategies



Applications

- Network Automation and Orchestration
- Customer Engagement
- Monetisation Platforms
- Digital Experience
- Automated Assurance
- Service Design and Orchestration
- Telecoms Software Market Shares



Space

- Satellite Strategies for Telcos
- Satellite Capacity
- Satellite Infrastructure
- Satellite Mobility
- Earth Observation
- Government and Military Space



Operator Business Services and IoT



- Enterprise Services
- SME Services
- IoT Services
- Private Networks

SMB Technology Forecaster



Regional Markets



- Global Telecoms Data and Financial KPIs
- Americas
- Asia-Pacific
- Middle East and Africa
- European Core Forecasts
- European Telecoms Market Matrix
- European Country Reports

Cloud



- Cloud Infrastructure Strategies
- Data, AI and Development Platforms
- Edge and Media Platforms
- Multi-Cloud Networking

DataHub



- Forecast data for 80 countries
- Telco portal: ~2600 forecast and ~320 historical metrics
- SMB Technology Forecaster portal: ~120 000 forecast metrics

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Our areas of expertise



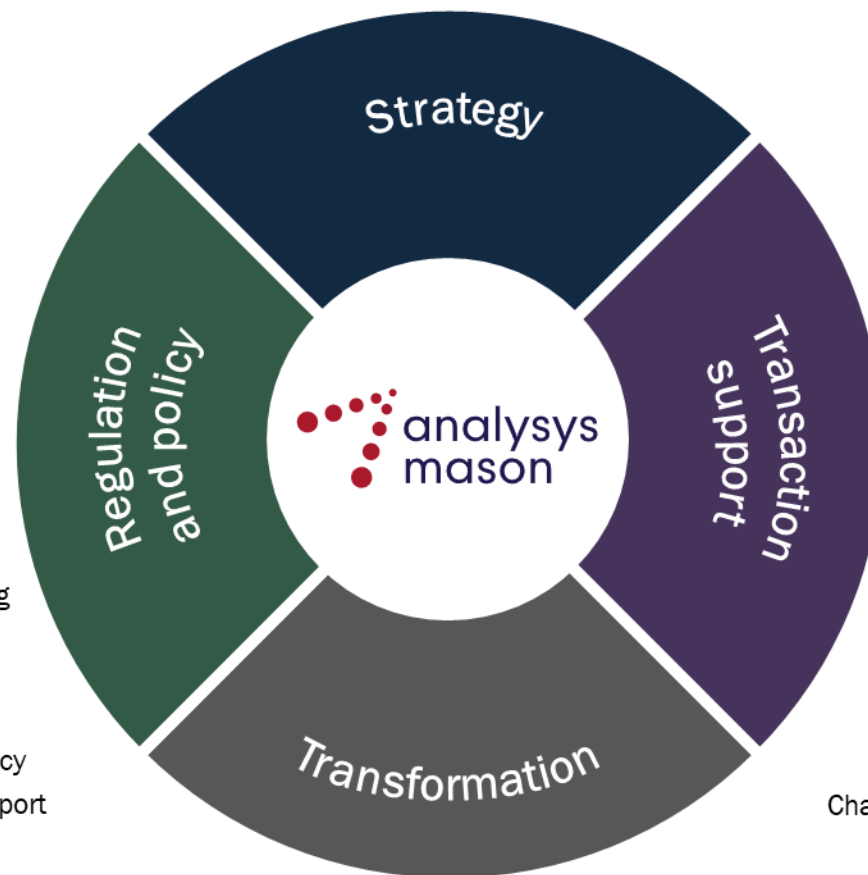
Strategy

- Corporate growth strategy
- Business unit strategy
- Infrastructure strategy



Regulation and policy

- Network and platform
- Public sector broadband intervention
- Accelerating digital transformation of society
- Price controls and cost modelling
- Regulatory accounting
- Regulatory benchmarking and analysis
- Spectrum management and policy
- Expert witness and litigation support
- Postal regulation and policy



Transaction support

- Commercial due diligence and market review
- Technical due diligence
- Post-merger integration
- Periodical business monitoring and loan technical advisory
- Opportunity scouting and pre-deal support



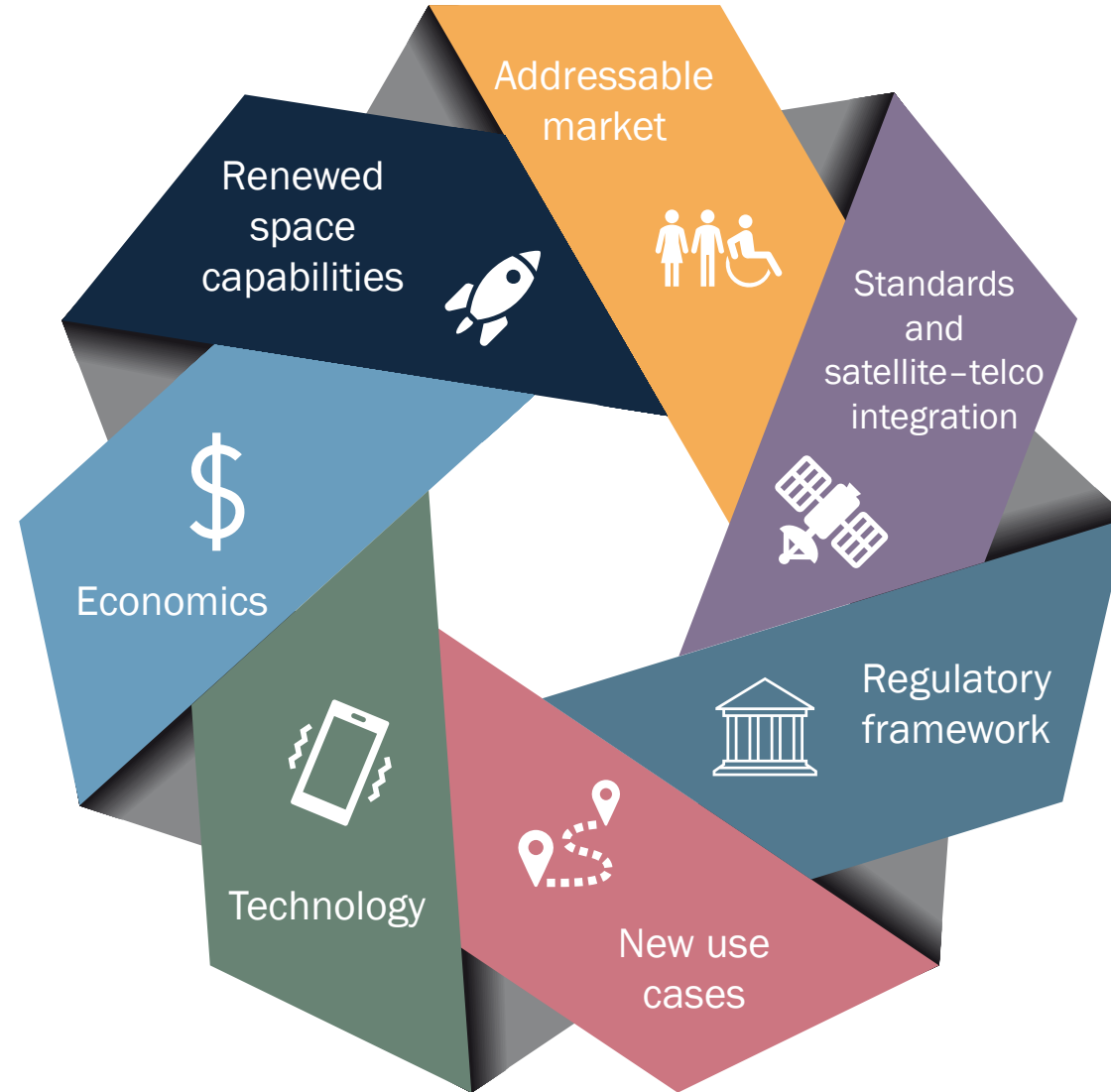
Transformation

- Business transformation
- Digitalisation
- Operational excellence
- Data, BI, steering and insights
- Change and programme management
- Sustainability



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Why is satellite relevant now?

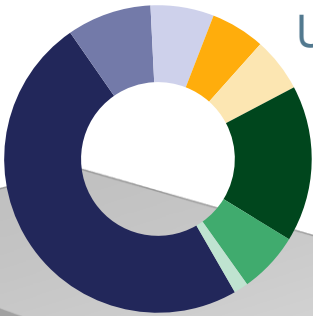


How big is the satellite IoT revenue opportunity?

2023

USD0.6 billion

Transport & Cargo
49%

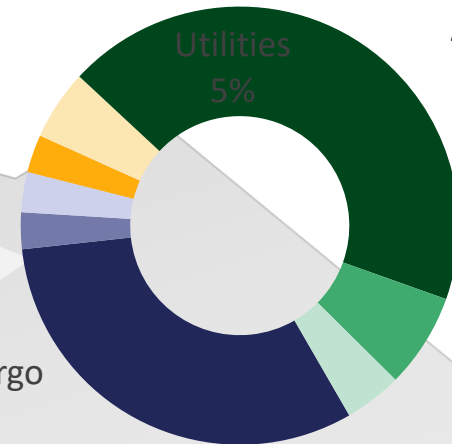


Agriculture
16%

2033

USD3.9 billion

Agriculture
43%



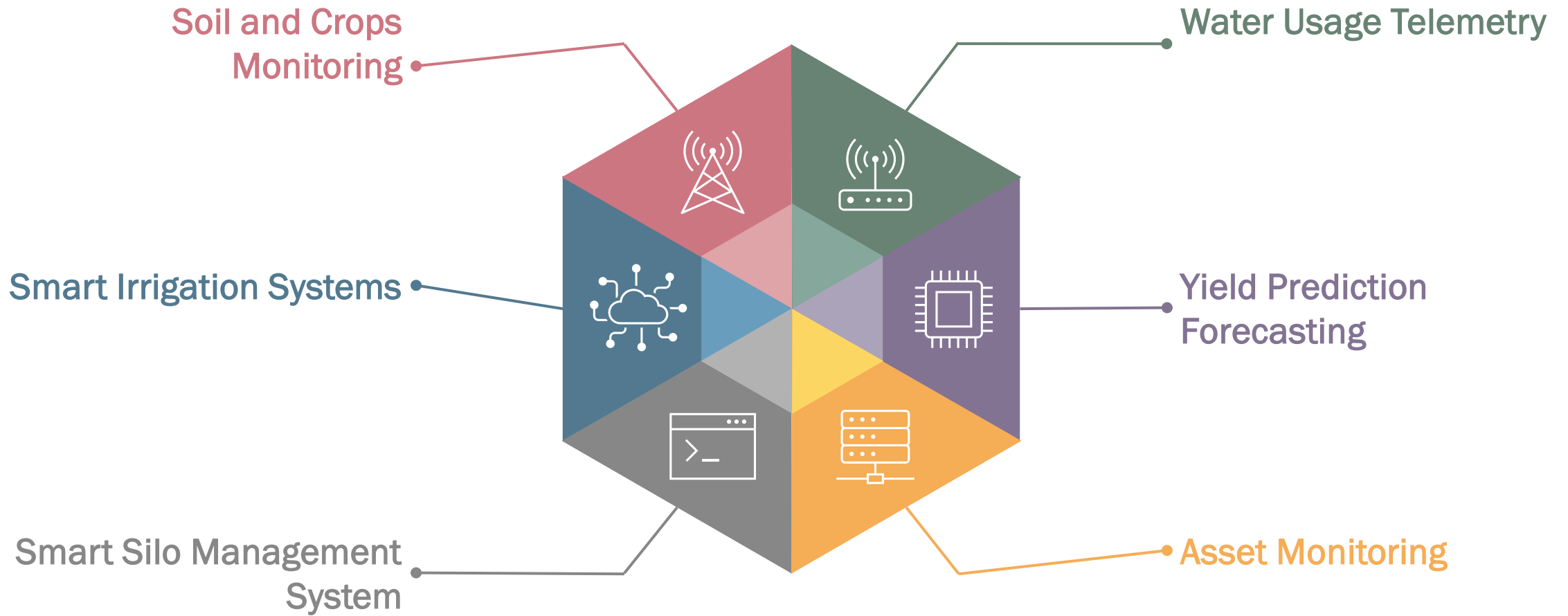
Transport & Cargo
32%

6x

6-fold growth in satellite IoT solutions from 2023 to 2033

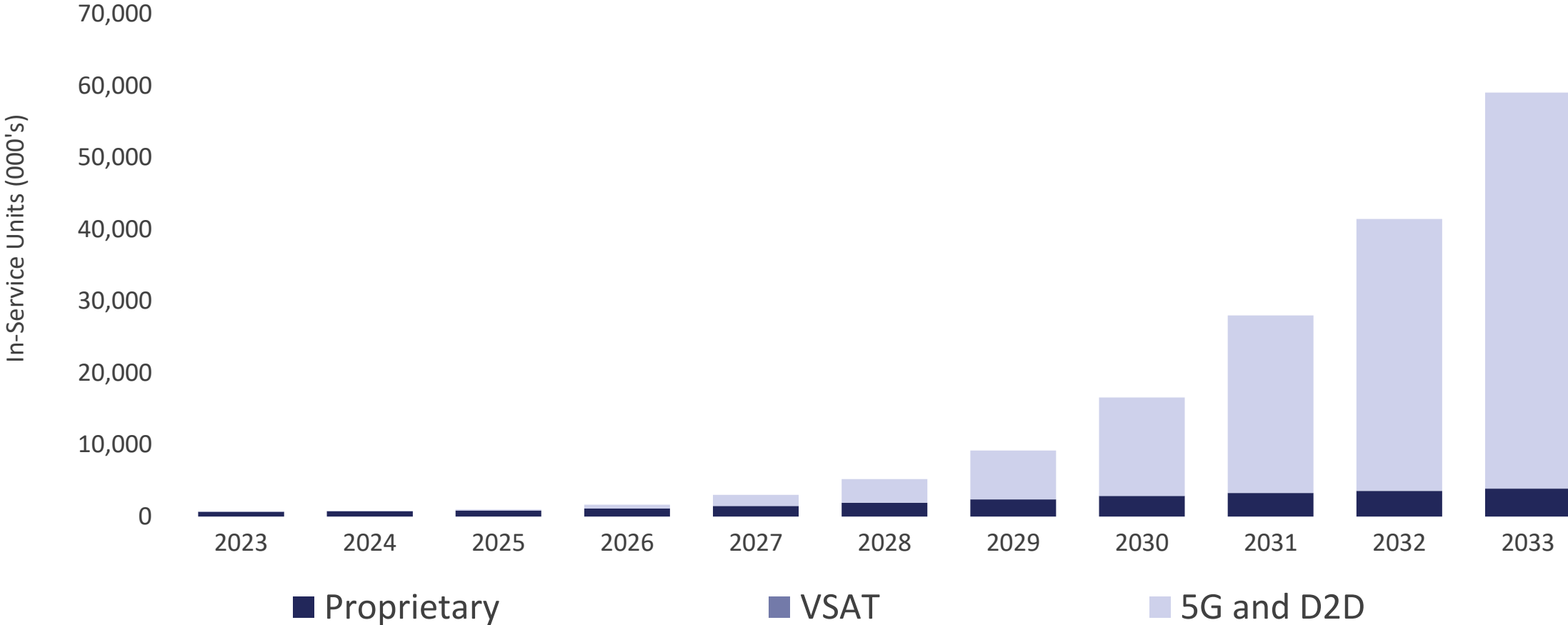


Examples of Agriculture Use Cases

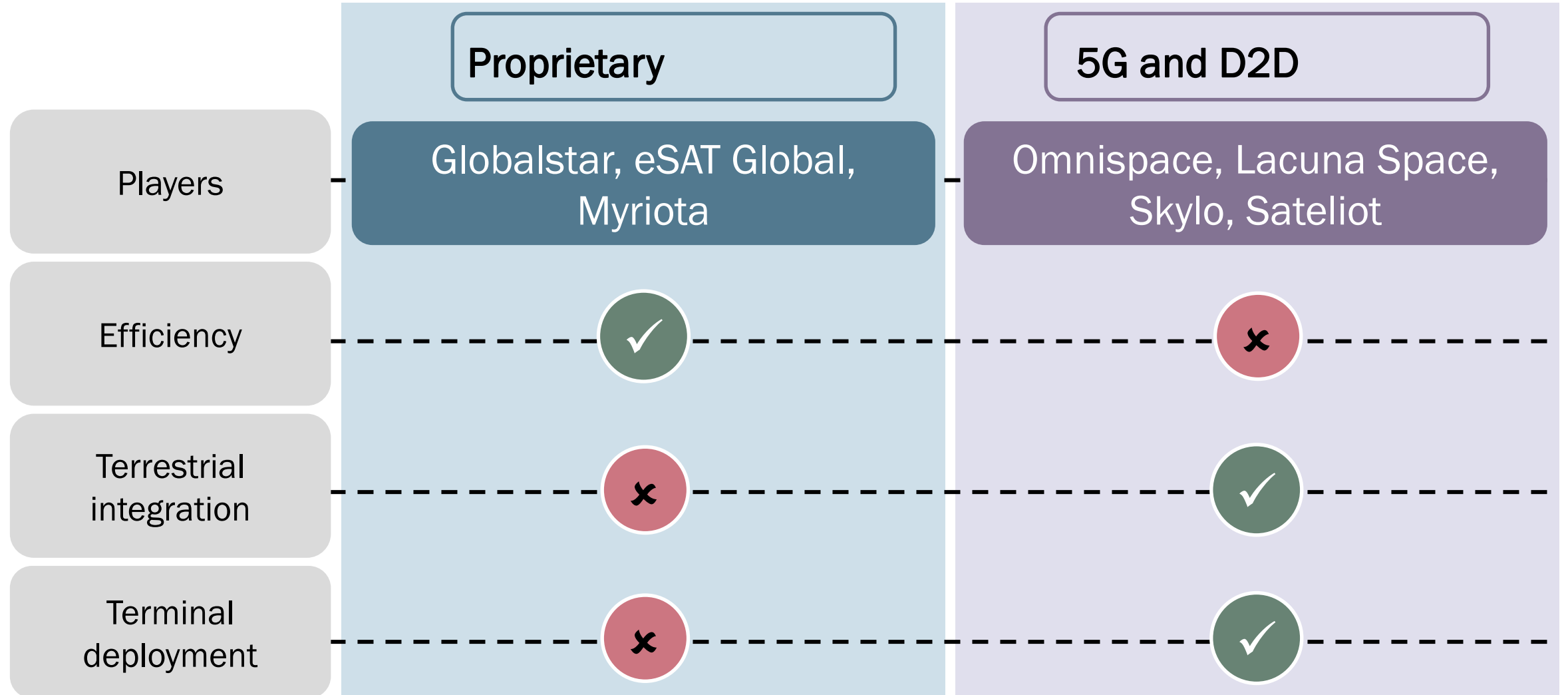


Agriculture driving new IoT demand

Agriculture IoT In-Service Units by Type



Advantages and challenges of each waveform strategy for next-gen IoT



Recommendations

1

Device manufacturers should accelerate their chipset development

2

Vendors must work with other players in the ecosystem to streamline deployment

3

Proprietary IoT service providers must either price competitively, or target high-end markets to ensure sustainability in a 5G world.

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